

Message Text

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PAGE 01 PANAMA 03205 021530Z

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ACTION EB-07

INFO OCT-01 ARA-10 ISO-00 COME-00 /018 W

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R 021404Z JUN 75

FM AMEMBASSY PANAMA

TO SECSTATE WASHDC 4061

INFO AMEMBASSY MEXICO

UNCLAS PANAMA 3205

E.O. 11652: N/A

TAGS: EAIR, BEXP, PN, MX

SUBJECT: CIVAIR - PROMOTIONAL TOUR, SIKORSKY S-58 T HELICOPTER

REF: STATE 120847

1. SIKORSKY FILM AND NARRATIVE PRESENTATIONS AND PRECEDING CARGO AND PASSENGER DEMONSTRATION FLIGHTS WERE EFFECTIVE AND RECEIVED VERY WELL IN PANAMA. PROMOTIONAL CANNOT BE TERMED FULL SUCCESS, HOWEVER, DUE TO LIMITED OVERALL ATTENDANCE, ABSENCE OF KEY DECISION-MAKERS, DELAYS IN SCHEDULING, REFUELING DELAY ON MORNING OF PRESENTATION AND NO SALES RESULTS.

2. POSTPONEMENTS, ESPECIALLY ONE FOLLOWING DISTRIBUTION OF INVITATIONS, COMBINED WITH UNENTHUSIASTIC PROMOTION AND FOLLOW-UP BY LOCAL AGENT CONTRIBUTED TO POOR ATTENDANCE. PERHAPS THE FACT THAT BELL EQUIPMENT STRONGLY ENTRENCHED HERE WAS OVERRIDING FACTOR. ONLY PANAMA AIR FORCE PERSONNEL PRESENT WERE FROM LOWER OFFICER AND ENLISTED RAKS. INVITEES WERE REQUIRED TO WAIT STANDING AT DEMONSTRATION SITE WHILE HELICOPTER REFUELED. HEAT AND HUMIDITY OF LATE MORNING MADE GUESTS RESTLESS DURING DEMONSTRATION FLIGHTS.

3. AUDIO-VISUAL PRESENTATION OF HIGH QUALITY, NARRATED BY HIGHLY COMPETENT, BILINGUAL SIKORSKY ENGINEER MADE THIS PHASE OF PROMOTION A SUCCESS.

4. PROMOTION MAY HAVE ATTRACTED MORE OBSERVERS AND
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BEEN LESS TIRING AND TIME-CONSUMING AND CONSEQUENTLY

MORE SUCCESSFUL HAD THE GRAPHICS "SHOW AND TELL" PRECEDED THE DEMONSTRATIONS AND HAD THE PROGRAM BEEN REDUCED IN LENGTH AND TEMPO ACCELERATED.

5. LOCAL REP WILL NEED TO KEEP ABREAST OF MAJOR PROJECTS AND PERIODICALLY CALL ON DEVELOPMENT AND AIR FORCE OFFICERS TO ENHANCE SALES PROSPECTS. ALTHOUGH INDIVIDUAL AGENCIES MAY NOT BE ABLE FULLY TO EMPLOY SUBJECT HELICOPTER, POOL ARRANGEMENT MIGHT BE FEASIBLE WHEN AND IF PIPELINE, COPPER, NEW HYDRO-ELECTRIC AND PORT PROJECTS INITIATED.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: CIVIL AVIATION, EXHIBITS, HELICOPTERS
Control Number: n/a
Copy: SINGLE
Draft Date: 02 JUN 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975PANAMA03205
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750192-0226
From: PANAMA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750689/aaaaddww.tel
Line Count: 73
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 75 STATE 120847
Review Action: RELEASED, APPROVED
Review Authority: greenet
Review Comment: n/a
Review Content Flags:
Review Date: 12 FEB 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <12 FEB 2003 by PhilliR0>; APPROVED <22 JAN 2004 by greenet>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: CIVAIR - PROMOTIONAL TOUR, SIKORSKY S-58 T HELICOPTER
TAGS: EAIR, BEXP, PN, MX
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006